

Station	KSL-TV SALT LAKE CITY	Agency	() SMART MEDIA GROUP	Last Received:	Printed:
Advertiser	() LOVE, MIA	Agency	814 KING ST, SUITE 400	10/08/2012 8:06 AM	10/08/2012 10:10 AM
Product	LOVE/CD4/R	Agency	ALEXANDRIA, VA 22314		
Estimate#	C09C15	Agency C/P/I/P2/E	LOVE/ORDR/C09C15		
Buyer	Patricia Done	Flight Dates	10/09/2012 - 10/15/2012		
Phone#		Hiatus Weeks			
Fax#					
LT	In	Day	Time	Program	
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29	TU-F	1135P-1235A	LATE NIGHT		
Rating: 1.9					
				Buyline Comment: 1/DAY	
33	M	1135P-1235A	LATE NIGHT		
Rating: 1.9					
34	SU	8A-9A	MEET THE PRESS		
Rating: 2.2					
35	SU	10A-1030A	MORMON TIMES		
Rating: 4.3					
36	SU	930A-10A	MUSIC & SPOKEN		
Rating: 5.4					
37	SU	4P-430P	NEWS		
Rating: 1.6					
38	SU	10P-1035P	NEWS		
Rating: 7.3					
39	TU-F	5P-530P	NEWS @ 5P		
Rating: 3.6				Buyline Comment: 1/DAY	
43	M	5P-530P	NEWS @ 5P		
Rating: 3.6					
44	TU-F	6P-630P	NEWS @ 6P		
Rating: 4.2				Buyline Comment: 1/DAY	

Rep Order# 7910830 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order#
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10/08/2012 8:06 AM
10/08/2012 10:10 AM

Showing Buylines: All Lines

Station	KSL-TV SALT LAKE CITY	Advertiser	()LOVE, MIA	Agency	()SMART MEDIA GROUP	Traffic Order#	Last Received:	Printed:
Product	LOVE/CD4/R	Estimate#	C09C15	Agency C/P1/P2/F	814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 LOVE/ORDR/C09C15	Salesperson	()WASHINGTON JAMIE ANDRUS	Salesperson
Buyer	Patricia Dome	Phone#	Fax#	Flight Dates	10/09/2012 - 10/15/2012	Hiatus Weeks	Salesperson Phone#	202-872-1155
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks Total Spots Total Cost Daypart
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48	W-F	12P-1P	NEWS @ NOON		:30	\$160.00	10/10-10/12	3 1 3 \$480.00
Rating: 2.1				BuyLine Comment: 1/DAY				
51	M	12P-1P	NEWS @ NOON		:30	\$160.00	10/15-10/15	1 1 1 \$160.00
Rating: 2.1								
52	W-F	10A-11A	RACHAEL RAY		:30	\$55.00	10/10-10/12	3 1 3 \$165.00
Rating: 1.5				BuyLine Comment: 1/DAY				
55	M	10A-11A	RACHAEL RAY		:30	\$55.00	10/15-10/15	1 1 1 \$55.00
Rating: 1.5								
56	SU	1035P-1105P	SPORTSBAT		:30	\$280.00	10/14-10/14	1 1 1 \$280.00
Rating: 2.2								
57	W-F	11A-12P	STUDIO 5		:30	\$55.00	10/10-10/12	3 1 3 \$165.00
Rating: 1.1				BuyLine Comment: 1/DAY				
60	M	11A-12P	STUDIO 5		:30	\$55.00	10/15-10/15	1 1 1 \$55.00
Rating: 1.1								
61	SU	9A-930A	SUNDAY EDITION		:30	\$100.00	10/14-10/14	1 1 1 \$100.00
Rating: 1.7								
62	TU-F	9A-10A	TODAY		:30	\$165.00	10/09-10/12	4 1 4 \$660.00
Rating: 1.3				BuyLine Comment: 1/DAY				
66	TU-TH	5A-6A	TODAY		:30	\$10.00	10/09-10/11	3 1 3 \$30.00
Rating: 0.7				BuyLine Comment: 1/DAY				

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Station	KSL-TV	SALT LAKE CITY	Agency	() SMART MEDIA GROUP	Rep Firm	() WASHINGTON
Advertiser	() LOVE, MIA			814 KING ST, SUITE 400	Sales Office	() JAMIE ANDRUS
Product	LOVE/CD4/R			ALEXANDRIA, VA 22314	Salesperson	
Estimate#	C09C15		Agency C/P1/P2/E	LOVE/ORDR/C09C15	Salesperson Phone#	202-872-1155
Buyer	Patricia Dome		Flight Dates	10/09/2012 - 10/15/2012	Salesperson FAX#	
Phone##			Hiatus Weeks			

<u>-REPORT TOTALS—</u>		<u>-SALES MONTHLY TOTALS—</u>		<u>-COMPETITIVE—</u>	
Report Totals:	93 / \$30,480.00	Oct 12:	93 / \$30,480.00	Market Totals	\$101,600
ales Totals:	93 / \$30,480.00	Station Totals:	93 / \$30,480.00	CABL	0%
lines not sent/rclrd/rtrn:	0 / \$0.00	lines not sent/rclrd/rtrn:	0 / \$0.00	KUCW	0%
				KJZZ	0%
				KUTV	0%
				NSL	0%
				KSTU	0%
				UNKN	70%
				ETVX	0%

books
memos
RA 35
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